

Case Study

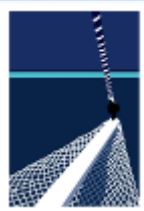
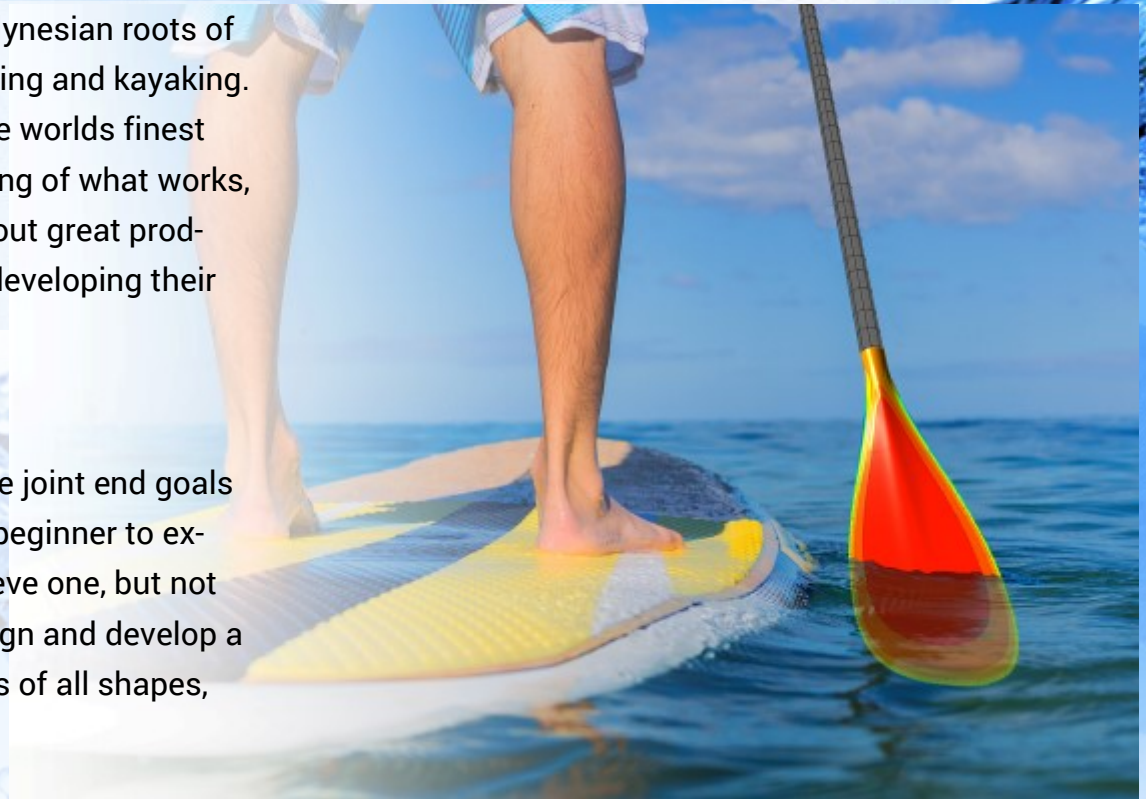
The Project: Stand up paddle blade design optimisation

The Client: Kai Sports Ltd

Kai sports is so named to pay homage to the Hawaiian/Polynesian roots of the sports they represent: windsurfing, SUP, surfing, canoeing and kayaking. They have been working with and representing, some of the worlds finest 'Watermen' and designers, giving them a deep understanding of what works, and why! The team has a wealth of experience in seeking out great products, and when something is not available, designing and developing their own.

The Brief:

Stand up paddle design is a multifaceted discipline with the joint end goals of high performance and ease of use for all paddlers from beginner to expert alike. Many paddles currently on the market can achieve one, but not both, of these aims. The objective of this work was to design and develop a range of paddles that give top end performance to paddlers of all shapes, sizes and abilities.



Whiskerstay



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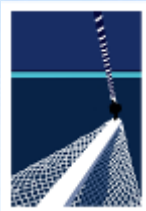
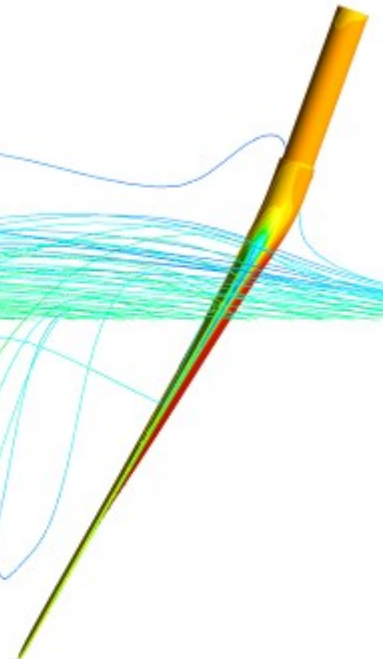
The Result:

Whiskerstay and Kai Sports both have considerable experience in the SUP industry, from importing to selling and cruising to competing. As such it was only natural they should team up to create a range of SUP paddles to address a gap they felt apparent in the market.

Through the use of 3D CAD modelling using Rhino 3D, initial design trade offs as a result of numerical modelling of a range of blades, and close liaison with the Director of Kai Sports, Jon Popkiss, the paddles were born.

The result of the combination of analysis, assessment and expertise is a range of three paddles which we feel meet the aim of top level performance for all abilities, shapes and sizes of paddler.

The final range of the 7.5", 8.0" and the 9.25" paddles are currently under construction and should be in stores for Spring 2016



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